CEMIS Business Development

CEMIS Business Development (CBD) is part of CEMIS that is responsible for technology commercialization and it also provides business support services for SMEs. It also initiates and participates in different business and technology-based projects locally and internationally.

Our services include

Economic Impact Studies
- Quantitative estimation of economic benefits
- Evaluation of a specific project
- Economic policy analysis
- Strategic planning
- Competition with global markets, and
- Substantial expenditure with a budgetary constraint

Market Research
- Estimating the market potential for a given product or service
- Market segmentation
- Assessing customer needs for a given product or service

Business Development for the new technology-based spin-offs or SMEs
- Development of team criteria including business skills/competences
- Development of business model
- Development of supply chain
- Development of business plan
- Development of market piloting plan
- Start-up training services
- Market penetration consultation
- Customers reference development
- Management training services
- Company development training
- Market development services
- Product/service development and R&D services
- Internationalization services
- Effective networking services

CEMIS general offering

Companies and research organizations
- top-level research and development services
- extensive testing and calibration services
- special analytical services
- specialized training and consultation to realize reliable measurement and information solutions for your demanding operation conditions

Our key technologies:
- optical spectroscopy
- imaging technologies
- bioanalytics and biosensors
- biomechanical and physiological measurements
- force and torque sensors
- wireless, embedded sensor networks

Our main application areas:
- process industry
- environmental monitoring
- vehicles and moving machines
- sport and wellbeing
- computer games and simulators

Experts
- innovative and international working environment

Students
- enthusiastic and practical educational environment
- good contacts with R&D, business and commerce during studies
CBD provides expertise in technology commercialization

Technology commercialization
- Market analysis (intelligence) of the new technology:
  - Mapping the needs of the market with the solutions of the new technology
  - Mapping the current and similar products/services
  - Mapping the potential buyers and their capabilities
  - Mapping the potential networks for supply chain of the technology
  - Mapping the market trends

Technology Commercialization Coaching
- General commercialization training
- SME-based commercialization coaching
- Start-up based commercialization coaching

CEMIS Centre for Measurement and Information Systems
is a community of 110 measurement and information system experts combined with excellent research and training environments. The combined annual funding of the various units is approximately €10 million.

Competence focuses:
- Process and environmental measurements
- Sports, exercise and well-being measurements
- Intelligent systems
- Computer games and simulators

Our aim is to be an internationally desired partner for R&D and training in measurement and information systems. With the support of our committed partners, we will create leading experts, new technology and new business operations in an innovative and international environment.

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